

FSC-171-A	10/30/95	TO: ROM / RBM / PRC	
SUBJECT: First Quarter 1996 Workplan			
DISTRIBUTION:			
X	AVP	X KAM	ELM
X	RSM	X Reg.Mil.Mgr.	MIL
X	RBM	Reg.DF Mgr.	DF
X	ROM	DM	REP

Sales	Retail
1221	1222
1222	1223
1223	1226
1224	1229
1225	ROM
1226	PC SC
1229	MC PA
1240	
1244	RSM RBM

THE 1ST HALF OF THE WORKPLAN WILL BE SENT TO ALL SALES AND RETAIL REPS.

Attached is the first quarter 1996 workplan. Allocations will be available for viewing on November 1 via the BPE System. 1996 full-price retail price strategies, savings consumer pricing strategies, and brand objectives and goals will be communicated to you at a later date.

The 1996 workplan emphasizes a more focused approach around our retail and wholesale partners. Monthly promotions will be a combination of national and partners promotions. Our eventual goal is to build our partners base and target promotions only to our retail partners. It is critical that we work closely with our partners to ensure effective and mutually beneficial allocation of our promotional resources.

This first quarter 1996 workplan document concentrates on first quarter promotional activity. Our new 1996 retail and wholesale partners programs will be explained in detail at your 1996 Partners Meeting the week of November 6.

Beginning with the first quarter 1996 workplan, we will provide a brochure illustrating promotion packing instructions for our wholesale partners. One hundred first quarter brochures will be mailed to each ROU the week of October 30 for distribution as needed to RJR personnel responsible for wholesale accounts packing our first quarter promotions. It is critical that we establish a "backroom mentality" versus just a "front room mentality" to ensure that proper packing and shipping procedures and timetables are clearly communicated to wholesaler personnel responsible for actual packing and shipping.

First quarter workplan priorities are:

- Partners/National Monthly Pack/Carton Promotions
- Wholesale and Retail Partners Programs
- Pricing Programs
  - Full-Price - Price Gap Management
  - Savings Ceiling Strategy
  - Forsyth Accrual Program

The first quarter workplan will again be separated into two sections: 1) One which should be communicated directly to your Sales and Retail Representatives, and 2) Information needed at the ROU level to plan, implement and monitor our promotions. In some cases, there may be additional information you may need to communicate to your Representatives.

All materials pertaining to the workplan, whether communicated via hard copy or on-line, are highly confidential; however, the workplan should be shared with Sales Representatives and all levels of management.

Program Contacts: Workplan - Dick Luongo, #6110  
 Full-Price - Dick Luongo, #6110/Steven O'Leary, #3466  
 Savings - Sharon Reid, #2584

R. J. REYNOLDS TOBACCO COMPANY

Attachment

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